



OSBP Learning Series: How to Take Advantage of Free Small Business Resources

Featured Speakers

Bernard Durham, SBA

Chris Jeffers, PTAC

Marla Schulman, SCORE

April 21, 2021



Housekeeping

- If you have any questions during the presentation, please enter them into the Q&A Box.
 - **NOTE:** If possible, include the speaker whom your question is directed if multiple speakers are presenting.
- Other comments, like technical difficulties, please input them in the Chat Box.
- We will have a formal Q&A after the final presenter concludes, using questions from the Q&A Box.
- Please keep your computers on mute when not speaking.
- Please fill out the survey sent at the end of this presentation.

Polling

1. Is this the first webinar hosted by the NASA Office of Small Business Programs that you have attended?

- a. YES
- b. NO

2. How did you learn about this webinar?

- a. OSBP Website
- b. Communication from a NASA Center
- c. Marketing email from OSBP
- d. Marketing email from NASA Office of Procurement
- e. Social Media
- f. Eventbrite email
- g. Other (if you select other, tell us where in the CHAT BOX)

About the NASA Office of Small Business Programs

The NASA Office of Small Business Programs (OSBP) is located at Headquarters in Washington, D.C. and is under the leadership of Associate Administrator Glenn A. Delgado.

Our vision is to promote and integrate all small businesses into the competitive base of contractors that pioneer the future of space exploration, scientific discovery, and aeronautics research.

The NASA OSBP webinar series offers in-depth training relevant to small businesses; and provide the opportunity to ask questions directly to key points of contacts at the Agency.

Meet the Guest Speakers

Mr. Bernard Durham started out as a Dept of Army Intern in HR at The Pentagon for 5 years.

Mr. Durham also as a Dept of Army Intern in Procurement at The Pentagon for 5 years, Business Opportunity Specialist (BOS) at SBA for 6 years, Procurement Center Representative (PCR) at SBA for 16 years.

Contact: Bernard.Durham@sba.gov

Meet the Guest Speakers



Ms. Chris Jeffers is Indiana PTAC State Director and is committed to helping Indiana small businesses compete for and win government contracts.

Ms. Jeffers and her PTAC Team serve the state of Indiana offering free one-on-one counseling, resource assistance and training and providing networking opportunities. Ms. Jeffers worked briefly with the Indiana Small Business Development Center (ISBDC) as Network Program Manager and continues to work for the success of all Hoosier small businesses.

Before heading back to serve the state of Indiana, Ms. Jeffers was a stay-at-home mom for five, busy children. Ms. Jeffers was with the Indiana Department of Transportation for over 10 years in various roles which included the head of the Project Management Section.

She managed approximately 30 projects worth more than \$2 billion. In that role she developed scopes of work, participated in consultant selection and negotiated contracts for federally funded projects.

Meet the Guest Speakers



Ms. Marla Schulman is the President and Owner of Schreiber Translations, Inc., a small woman-owned business headquartered in Rockville, MD.

Schreiber Translations, Inc. is one of the nation's leading providers of foreign language translation and interpreting services in over 100 languages serving more than 500 federal, state and local government agencies and industry clients.

Marla brings her expertise in government contracting, strategy, organizational planning and structuring organizations for maximum efficiency to many professional and service organizations. She has served as President of the Association of Language Companies and is currently a Certified Mentor and Vice-Chair of the SCORE DC Chapter.

Marla is also a member of the boards and leadership teams of several area organizations focused on an array of community service and advocacy efforts.



U.S. Small Business
Administration

Role of the Procurement Center Representative (PCR)

Role of the PCR

*U.S. Small Business Administration
Office of Government Contracting*

Activities Covered:

NASA Headquarters & NASA Goddard Space Flight Center

Department Homeland Security (DHS)

Programs We Support

- Small Business (SB)
- Small Disadvantaged Business (SDB)
- Women-Owned Small Business (WOSB)
- HUBZone Small Business
- Veteran-owned small business (VOSB)
- Service-Disabled Veteran Owned Small Business (SDVOSB)

FAR Part 19, Public Laws, Code of Federal Regulations

Our responsibility is to implement Congressional Policy in accordance with the Small Business Act to aid, counsel, assist & protect the interests of small business concerns.

Our Goal is to ensure that a fair proportion of purchases, contracts & subcontracts be placed with small businesses

What PCR's Do

- Coordinate with Major Contracting Activities
- Review Proposed Acquisitions
 - Recommend Set-Asides, i.e. SB, HUBZone, WOB, SDVO, 8(a), etc.
- Review Solicitations
- Support SBA's 8(a) Business Development Program

PCRs Also

- Perform Market Research
- Mediate Small Business Issues
- Provide Training To Agencies and Industry
- Perform Surveillance Reviews
- Interface with Others
- Perform Outreach & Attend Industry Conferences

What PCR's See

- Small Business Review Forms
- Government Estimates
- Sole Source Justifications (J&A)
- Statements of Work
- Acquisition Plans
- Market Survey Results
- Procurement Requests
- Purchase History

Subcontracting Assistance

PCR's Role in Subcontracting Plan Reviews

- SBA's PCRs review Subcontracting Plans
prior to contract award (advisory)

Subcontracting Assistance

Statutory Subcontracting Goals Small Business Act: Section 15(g)

- Small Business (SB) - negotiable
- Small Disadvantaged Business (SDB) - 5%
- Women-Owned Small Business (WOSB) - 5%
- HUBZone Small Business - 3%
- Veteran-Owned Small Business - negotiable
- Service-Disabled Veteran-Owned SB - 3%

Subcontracting Assistance

Determining the Need for a Subcontracting Plan

- Dollar Threshold:
 - Contract or Contract Modification is expected to exceed \$700,000 (\$1.5 Million for construction)

Conducting Market Research

When conducting Market Research

Ensure legitimate needs are identified

Ensure that Market Research is appropriate to the requirement.

Review all available resources (e.g. SBA DSBS, VA VIP (VETBiz), Historical Contract files)

Issue Sources Sought or Request for Information (RFI)

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Procurement Technical Assistance Program



OSBP Learning Series: How to Take Advantage of Free Small Business Resources

April 22, 2021

Mission



In 1985, authorized by the US Congress, the PTAP was established to expand the number of businesses capable of participating in government contracts. It is administered by the Defense Logistics Agency.

Indiana PTAC Mission

The mission of the Indiana Procurement Technical Assistance Center (IN PTAC) is to enhance national defense and economic development in Indiana by helping Hoosier businesses compete for and win federal, state and local government contracts. IN PTAC's focus is counseling and education. No cost confidential counseling is offered to help companies sell products and services to the government.

Indiana Procurement Technical Assistance Center (Indiana PTAC)

- One-on-one counseling
- Subcontracting assistance
- Bid-matching services
- Proposal preparation
- Certifications/Registrations
- GSA Schedules
- Assistance with Federal Regulations & Military Specifications
- Networking Opportunities
- Workshops/Training
- No Cost

7 Steps to Government Contracting



- 1) Self Assess Your Readiness to Sell to the Government.
- 2) Complete Initial Registrations.
- 3) Get Eligible Certifications.
- 4) Develop a Marketing Strategy.
- 5) Find Bid Opportunities.
- 6) Submit a Bid.
- 7) Perform on a Contract.

Organizing Your Government Procurement Action Plan



- Researching North American Industry Classification Codes (NAICS), Product Service Codes (PSC) and United Nations Standard Products and Services Code (UNSPSC)
- Registration to obtain DUNS number
- Registration with Secretary of State at INBIZ as a small business.
- How to become an IN Vendor with IDOA
- Develop a Government Capability Statement
- Registering with the System Award Management (SAM) to obtain a CAGE code to participate in Federal government programs
- Applying for DBE, WBE, MBE and CVE certifications with INDOT & State of Indiana
- Consider potential Joint Ventures - Team Matching primes/sub-contracting, or suggest teaming partners
- Proposal preparation guidance
- Workshops/Seminars
- Marketing your services/products to local, state and federal governments

Submitting A Government Bid

1. Read the solicitation.
2. Take notes.
3. Read the solicitation again.
4. Draft-up a one-page proposal timeline & outline.
5. Follow the directions.
6. Submit it correctly and on time.

Performing the Contract

1. Read the contract.
2. Take notes.
3. Read the contract again.
4. Get on the same page as the Government Contracting Officer.
5. Communicate constantly with your contracts team.

2020 Metrics – Program Wide



- PTACs reported **57,160** active clients
- PTACs provided **190,000** hours of counseling with large and small businesses
- PTACs hosted **4,780** events
- PTAC clients were awarded **\$24,185,602,836** in government contracts and subcontracts
- The PTAC's assistance facilitated the creation or retention of approximately **486,006** jobs

2020 Metrics – Indiana PTAC



- **4,567** Federal Government Contracts Awarded (27% increase from 2019)
- **365.6** Million awarded in federal contracts (117% increase from 2019)
- **418** New PTAC clients (32% increase from 2019)
- **2542** Counseling Hours (24 % increase from 2019)
- For every dollar spent on the Indiana PTAC network, **\$468** was earned/returned in contract dollars awarded to small businesses. (\$185 in 2019)

Indiana PTAC Demographics

- Woman Owned: 30%
- Minority Owned: 16%
- Service Disabled Veteran Owned: 12%
- Veteran Owned: 22%

Top 5 Federal Agencies:

- Department of Defense
- US Department of Veteran Affairs
- The Peace Corps
- The Corporation for National Community Service
- NASA

PTAC Coverage



Hosted by state governments, non-profits and universities

Indiana PTAC is state hosted and housed within the Indiana Economic Development Corporation.

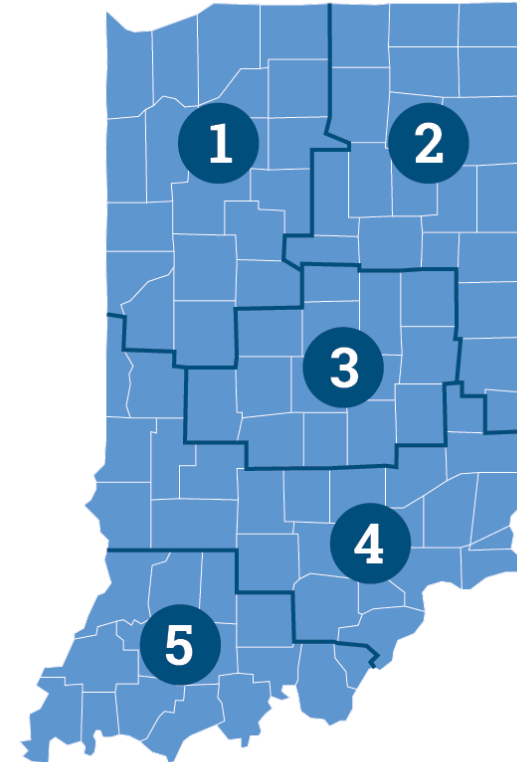
Statewide and regional offices

Indiana PTAC is statewide and has five regional offices located throughout the state and one central lead office in Indianapolis.

of PTACS

- 94 PTACS nationwide – 49 states including Guam, Puerto Rico, Washington D.C., Northern Mariana Islands
- 300 Offices
- 6 Native American PTACs

Find your local PTAC at www.dla.mil/SmallBusiness/PTAP/





Chris Jeffers

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For the Life of Your Business

Who, What, When, Where, Why, How

SCORE Mentoring and Resources to Support You from Idea to Exit

score.org

washingtondc.score.org

Who



**We Help
Small Businesses**

SCORE is a nonprofit
resource partner of the
U.S. Small Business
Administration.

SBA

SCORE 

FOR THE LIFE OF YOUR BUSINESS

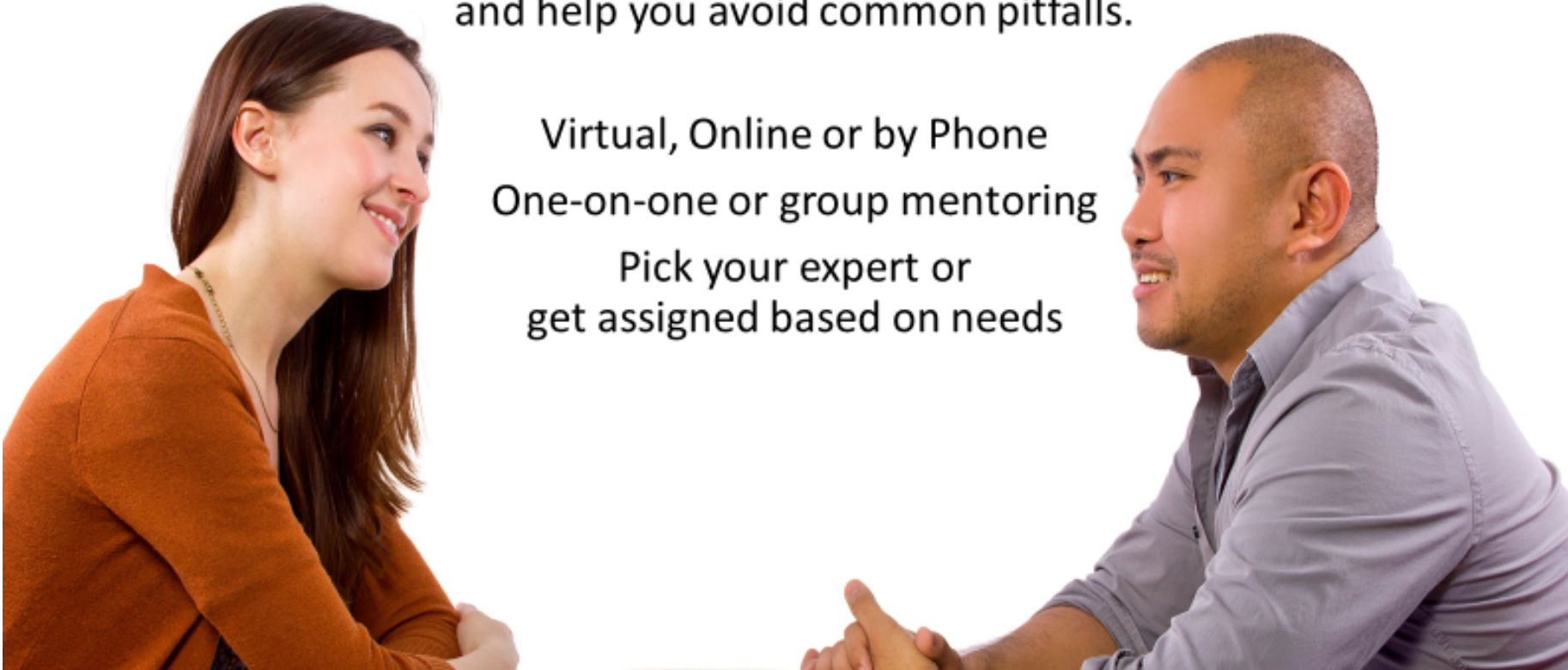
Who



Personalized Advice

You don't have to do it alone. Your SCORE Mentor can be your sounding board and help you avoid common pitfalls.

Virtual, Online or by Phone
One-on-one or group mentoring
Pick your expert or
get assigned based on needs



What



Free Business Templates

- Business plan templates
- Financial projections spreadsheets
- Checklists

How



Business Training

Live SCORE National and Local Webinar Courses
SCORE National Blogs and Business Articles
Current Information about the Cares Act Loans

How

. Business Information

- Blogs
- eGuides
- Infographics
- Podcasts
- Videos





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All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.

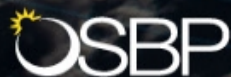
Q&A Session

OSBP Updates

TOP 20

NAICS

Total Dollars
FY 2020



OFFICE OF **SMALL BUSINESS** PROGRAMS
...where small business makes a **BIG** difference

SIX-DIGIT NAICS CODE WITH DESCRIPTION		TOTAL DOLLARS
541710/ 541712/ 541715	Research and Development in the Physical, Engineering, and Life Sciences (Except Nanotechnology and Biotechnology)	\$9,419,152,386
336414	Guided Missile and Space Vehicle Manufacturing	\$2,437,019,689
481212	Nonscheduled Chartered Freight Air Transportation	\$1,465,722,422
541330	Engineering Services	\$893,829,246
561210	Facilities Support Services	\$664,911,336
541512	Computer Systems Design Services	\$617,896,287
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	\$452,298,275
517919	All Other Telecommunications	\$254,517,928
561110	Office Administrative Services	\$196,825,135
541519	Other Computer Related Services	\$169,269,769
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	\$167,410,305
541513	Computer Facilities Management Services	\$164,627,422
236210	Industrial Building Construction	\$160,187,538
541611	Administrative Management and General Management Consulting Services	\$155,835,209
333314	Optical Instrument and Lens Manufacturing	\$149,988,071
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	\$146,137,343
561612	Security Guards and Patrol Services	\$114,891,386
336411	Aircraft Manufacturing	\$100,571,643
236220	Commercial and Institutional Building Construction	\$90,069,258
488190	Other Support Activities for Air Transportation	\$77,910,863
TOTAL		\$17,899,071,509

NASA Small Business Specialists

Center Category	Center	Name	Phone	Email
RESEARCH CENTERS	Ames Research Center	Christine L. Munroe	650-604-4695	Arc-smallbusiness@mail.nasa.gov
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	Glenn Research Center	Eunice J. Adams-Sipp	216-433-6644	Grc-smallbusiness@mail.nasa.gov
	Langley Research Center	Robert O. Betts	757-864-6074	Larc-smallbusiness@mail.nasa.gov
SPACE CENTERS	Johnson Space Center	Robert E. Watts	281-244-5811	Jsc-smallbusiness@mail.nasa.gov
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	Marshall Space Flight Center	David E. Brock	256-544-0267	Msfc-smallbusiness@mail.nasa.gov
	Stennis Space Center	Kay S. Doane	228-688-1720	Ssc-smallbusiness@mail.nasa.gov
SCIENCE CENTER	Goddard Space Flight Center	Jennifer D. Perez	301-286-4379	Gsfsc-smallbusiness@mail.nasa.gov
FEDERALLY FUNDED R&D CENTER	Jet Propulsion Laboratory	Charles E. Bray	818-354-5620	smallbusiness.programsoffice@jpl.nasa.gov
AGENCY-WIDE RESOURCE CENTER	NASA Shared Services Center	Troy E. Miller	228-813-6558	nssc-smallbusiness@mail.nasa.gov

Upcoming Webinars

Date	Topic	Speakers
5/19/2021	How to Do Business with the NASA Stennis Space Center	Kay S. Doane NASA Stennis Space Center
6/16/2021	OSBP Learning Series	Guest Speaker
7/21/2021	How to Do Business with the NASA Marshall Space Flight Center	David E. Brock Marshall Space Flight Center
8/18/2021	OSBP Learning Series	Guest Speaker
9/15/2021	How to Do Business with the NASA Johnson Space Center	Robert E. Watts Johnson Space Center

OSBP Learning Series: CALL FOR NEW TOPICS!!



NASA's Office of Small Business Programs is NOW ACCEPTING new topics ideas for our monthly OSBP Learning Series Webinars!

We would LOVE to hear from you!!

Please submit your topic ideas to smallbusiness@nasa.gov!

The Small Business Connection at NASA Glenn Research Center (GRC)

National Aeronautics and
Space Administration



*Celebrating 80 Years of
Pushing **Boundaries** and Breaking **Barriers***

THE SMALL BUSINESS CONNECTION AT GRC

MAY 4, 2021 • 11 a.m. to 1 p.m. EASTERN STANDARD TIME

GUEST SPEAKER—CHARLES T. WILLIAMS
Program Manager, NASA HQ Office of Small Business Programs



Upcoming Outreach Event

Northwest Aerospace Defense Conference in Partnership with NASA

June 10, 2021



Upcoming Congressional Event

Artemis Supplier and Northeastern Pennsylvania Small Business Industry Day Event

May 24, 2021 (Tentative)



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or smallbusiness@nasa.gov



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To learn more about the Small Business Program at NASA:



<http://www.osbp.nasa.gov>



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NASASmallBusiness



OSBP Mobile, available on iOS and Android devices

Contact



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Thank You for Joining!

